

## Section 4.1 - Student Achievement

### Description

The institution evaluates success with respect to student achievement including, as appropriate, consideration of course completion, state licensing examinations, and job placement rates.

### Judgment of Compliance

Compliance
  Partial Compliance
  Non-Compliance

### Narrative

To meet the mandates of its mission to prepare students as creative and responsible participants in a global society, Edison State College facilitates learning in multiple disciplines and at multiple levels of instruction. Through a comprehensive system of tracking and assessment, Edison State College ensures that the College is fulfilling its mission.

This comprehensive assessment system complies with Florida Statute 1008.31 [\[ 1 \]](#) and 1008.45 [\[ 2 \]](#), which address assessment and accountability and focus on both internal and external measures of achievement. These measures include course completion rates, college prep success rates, licensure exams, placement, upper-division performance of graduates, and College Level Academic Skills test (CLAS) or equivalent passage rates.

#### Course Completion Rates

Course completion/success rates are reported to Deans, Associate Deans, and faculty for each academic term [\[ 3 \]](#). These reports include course pass rates, percentage of students who earn D grades, percentage of students who fail, and percentage of students who withdraw from a course. The District President and Campus Presidents receive reports of success rates in courses that have the largest enrollments (high impact courses) [\[ 4 \]](#) each

year as part of the annual Institutional Effectiveness Campus Scorecard [ 5 ]. Results of the measures associated with these reports are evaluated by administration and serve as a basis for planning [ 6 ].

Success rate is defined by the percentage of students who completed a course with a grade of C or better; the divisor is comprised of all students who received a grade in a given course, including students who have withdrawn from courses with a grade of W. For each term, the five high impact courses are selected based on enrollment numbers.

### **College Prep Success Rates**

Student success rates in College Prep Courses (DLA Course Success Rates 2004-2010) [ 7 ] are reported to the Vice President, Academic Affairs and the Dean, Student Services. Student success and retention in College Prep coursework is reported annually through the Measure 4 parts 1 and 2 [ 8 ] of the Florida Accountability Report. The Progress Towards Florida Accountability Goals reports are incorporated into the Institutional Effectiveness Campus Scorecard and are distributed district-wide.

### **Licensure Exams**

As highlighted in [Comprehensive Standard 3.3.1.1](#) (Educational Programs), faculty and academic administrations of accredited health programs use licensure exam pass rates as key indicators of student achievement. Program reviews reflect expected and actual pass rates [ 9 ].

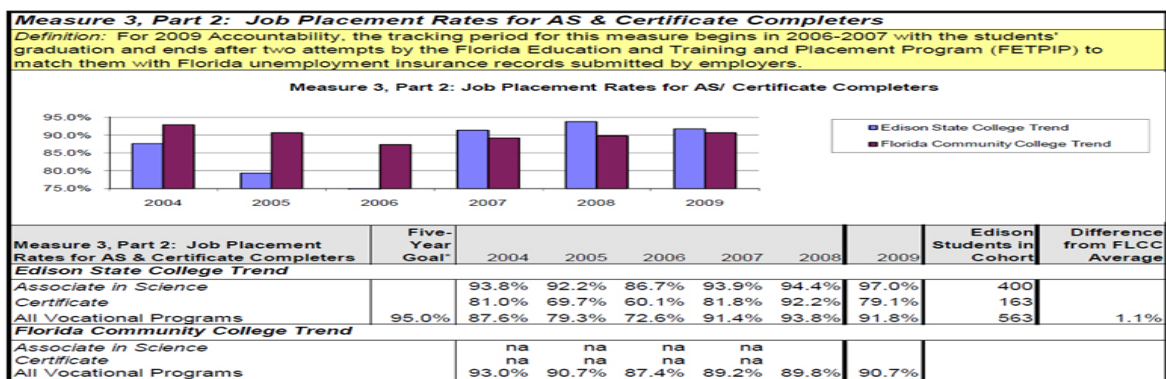
The following results of state licensure exams demonstrate student achievement:

- From 2004 to 2010, 100% of the students from Cardiovascular Technology passed the state licensing exam.
- In 2010, 100% of Dental Hygiene graduates passed the state licensing exam.
- In 2010, 93.5% of Nursing graduates passed state licensing exams on the first attempt.
- In 2010, 97.6% of Radiologic Technology graduates passed the state licensing exam.
- In 2010, 97% of graduates from the Respiratory Care program passed the state licensing exam.

### **Placement**

As part of the State Reporting Process, Edison State College provides the State of Florida with information concerning the number of completers and the programs from which they graduate. The Florida Education and Training Placement Information Program (FETPIP) then publishes placement rates. As figure 1 demonstrates, placement rates for all Associate in Science Programs have remained over 85% for the past six years; during the past four years, placement rates in all vocational programs have increased steadily. In 2007, 2008, and 2009, Edison State College has consistently exceeded the general Florida Community College Trend.

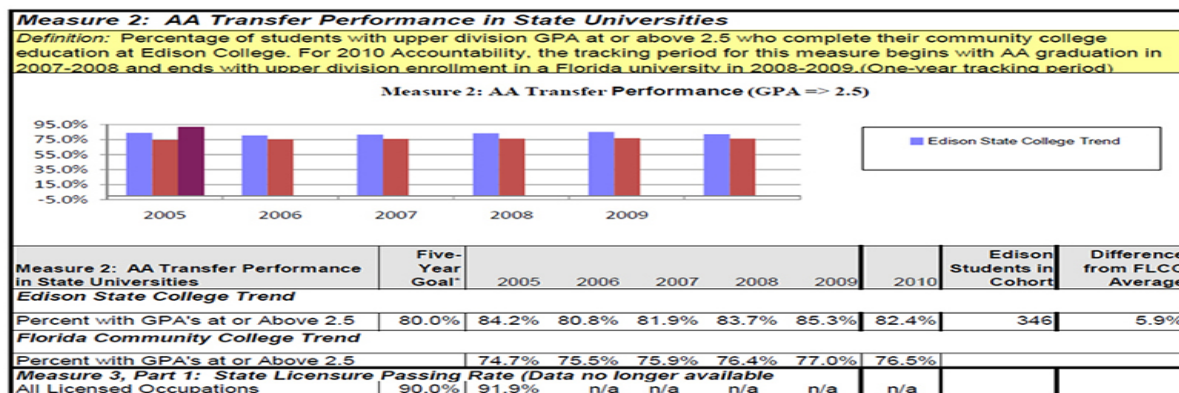
**Figure 1**



**Transfer Analysis**

As part of the Associate in Arts program assessment cycle, administrators monitor the manner in which graduates transfer to institutions within the State University System. For example, during the 2006-2007 reporting period, Florida College System Accountability Report, Measure 2 (Figure 2) indicates that 85% of the graduates with GPAs greater than 2.5 transferred to a university within the Florida State University System. Figure 2 (extracted from the Summary Performance Report (2004-2009) indicates that Edison State College graduates (in general) maintained or improved their academic performance at the upper division; in this measure, Edison State College exceeds the trend associated with graduates from all Florida Community Colleges.

Figure 2

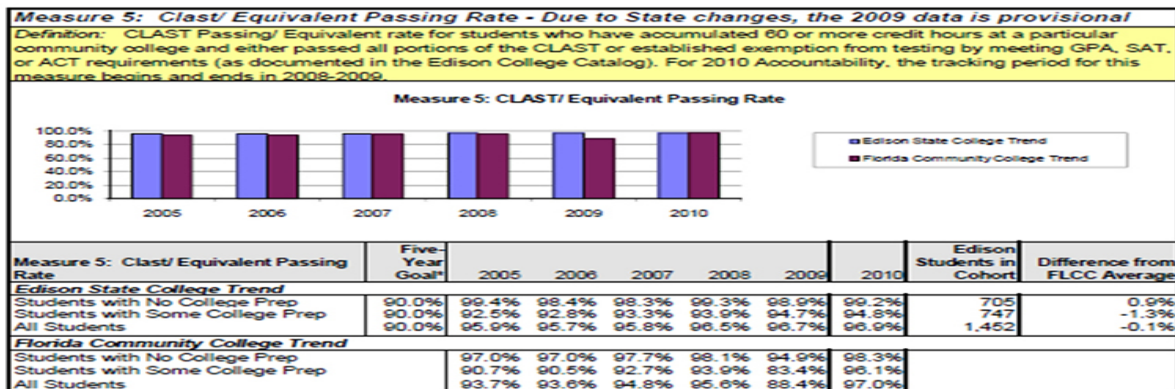


### College Level Academic Skills (CLAS) or Equivalent

Student performance on the CLAS or Equivalent is reported as part of the Progress Towards Florida Accountability Goals (2009) - Measure 5. This measure indicates that Edison State College students consistently meet or exceed the performance of the Florida Community College/State College system. In 2010, CLAS equivalent comparisons between Edison State College and the Florida Community College/State College system (see figure 3) highlight the following trends:

1. As was the case in each of the previous years, students who did not require college prep performed at a level that exceeded the Florida Community College trend.
2. Students who required some college prep performed at a level that exceeded the five-year goal as established by the District Board of Trustees.
3. For students who required some college prep, the Florida Community College trend slightly exceeded the performance of Edison State College students; however, this analysis also indicates that the performance of Edison State College students from this category improved by nearly 1% over the same measure in 2008.

Figure 3



## Documentation

Supporting Documentation	Description
[1] <a href="#">F. S. 1008.31</a>	Florida Statute
[2] <a href="#">F. S. 1008.45</a>	Florida Statute
[3] <a href="#">Course completion/success rates-2007-2009</a>	Success rates
[4] <a href="#">Spring Campus Scorecard Excerpt Spring 2010: Collier High Impact Courses</a>	Spring score card, Collier Campus
[5] <a href="#">Institutional Effectiveness Campus Scorecard (Spring 2010)</a>	IE Score card
[6] <a href="#">Edison Online Unit Plan</a>	Unit Plan 1073
[7] <a href="#">DLA Course Success Rates 2004-2010</a>	DLA success rates, 04-09
[8] <a href="#">Accountability Measure 4, parts 1 and 2</a>	Accountability measures
[9] <a href="#">Academic Program Review (2008-2009)</a>	Program Reviews (08-09)

## Section 4.2 - Program Curriculum

### Description

The institution's curriculum is directly related and appropriate to the purpose and goals of the institution and the diplomas, certificates, and degrees awarded.

### Judgment of Compliance



Compliance



Partial Compliance



Non-Compliance

### Narrative

The curriculum at Edison State College is directly related to and reflective of the College's mission and goals [1]. The College offers Associate in Arts, Associate in Science, and Baccalaureate degrees for which authorization has been granted by Florida Statute 1004.65 [2] and 1007.33 [3], and Florida State Board of Education Rules 6A-14.030 [4] and 6A-10.024 [5]. All programs are appropriate to the College's status as a Level II degree-granting institution under the Commission on Colleges. ESC offers ten Baccalaureate degrees, an Associate in Arts degree, 18 Associate in Science degrees, and eight Professional Certificate programs as referenced in the College Catalog [6].

All programs and program curricula are designed to reflect the needs of the five counties served by the College. New associate degree programs, as documented in the new program proposal application form, must demonstrate that they fulfill the Edison State College mission and goals while meeting the needs of students, local market demand, and state workforce projections [7], [8]. When establishing new baccalaureate programs, similar processes are followed [9], [10]. ESC maintains its open-door policy and philosophy by providing the full complement of courses and programs authorized by the state of Florida while offering limited-access programs where capacity is restricted by clinical placement opportunities and/or professional accreditation standards.

### Curriculum Relationship to Mission and Goals

The curriculum in all programs at Edison State College encourages and supports the mission of the College. The program types listed in table 4.2-1 below employ curricula developed to ensure the achievement of the mission.

**Table 4.2-1 Program Alignment with Institutional Mission**

Mission Statement	Program Type
<p>The mission of Edison State College is to inspire learning; prepare a diverse population for creative and responsible participation in a global society; and serve as a leader for intellectual, economic, and cultural awareness in the community.</p>	<ul style="list-style-type: none"> <li>• Associate of Arts</li> <li>• Associate in Science</li> <li>• Bachelor of Applied Science</li> <li>• Bachelor of Science</li> <li>• High School Diploma (Charter High School)</li> <li>• College Preparatory Studies (developmental)</li> <li>• Continuing Education</li> </ul>

At multiple stages, ESC ensures program relevance to the mission and goals. This is evident through the processes of Strategic Planning, Unit Planning, Curriculum Development, Program Review and through Advisory Committee input.

### **Strategic Planning**

The Edison State College Priorities and Goals for 2010-2011 [\[ 11 \]](#) outline eight priorities; six of the eight directly address issues related to curriculum:

1. Develop and maintain a learning-centered culture.
2. Provide educational pathways for under-prepared students.
3. Provide vibrant relevant programs.
4. Develop, maintain, and enhance collaborative partnerships.
5. Provide an array of student support services.
6. Promote, develop and retain a culture that supports professional growth of faculty and staff

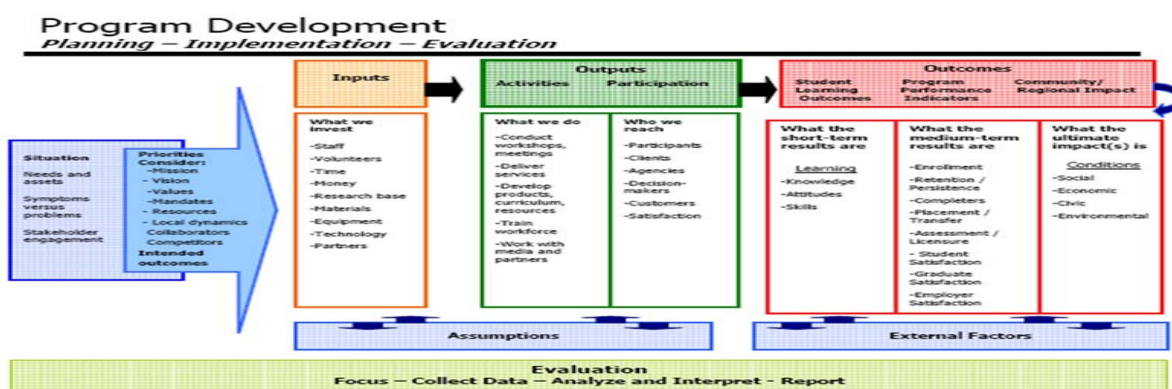
## Unit Planning

Unit plans must identify which of the eight priorities and goals the plan addresses. Unit plans are reviewed, revised, and updated quarterly throughout the year in accordance with the Unit Plan Timeline [ 12 ]. Many of the objectives developed in the plans also address curriculum issues. For example, the Vice President, Academic Affairs developed the following objective under the strategic priority to “maintain a learning-centered culture”: “To expand and fortify the assessment strategies and tools that result in institutional improvement in academic competencies and student services.” As a result of that objective, the College brought an external consultant to lead a two-day workshop on mapping the ESC degree programs [ 13 ]. The mapping initiative resulted in a revision of program level outcomes and assessments [ 14 ], [ 15 ].

## Curriculum Committee Process

The College observes a deliberate and thoughtful curriculum process to ensure that all course offerings are appropriate to the mission and meet the needs of the communities served [ 16 ]. All new programs and courses [ 17 ], as well as changes to existing programs or courses, must be approved by the Committee, and the Summary Report forwarded to the Vice President, Academic Affairs for approval prior to implementation, [ 18 ]. Table 4.2-2 below illustrates the program development process.

**Table 4.2-2 Program Development Process**



## Program Review

On a five-year, staggered schedule, all Edison State College degree programs undergo program review [ 19 ]. The program review process involves faculty, advisory board members, students and other stakeholders [ 20 ] [ 21 ].

Community/Business advisory groups exist for each of ESC's Associate in Science and Baccalaureate degree programs. The groups work with program faculty to review curriculum, program objectives, professional indicators, and learning outcomes to ensure that they align with the mission and with industry standards. In addition, advisory groups are directly involved in the creation of curriculum. The Business and Accounting advisory group, for example, was asked for input and expertise on program electives for the Bachelor of Applied Science. The discussion resulted in modifications to program electives [\[ 22 \]](#).

## Documentation

Supporting Documentation	Description
[1] <a href="#">College Mission</a>	Mission Statement
[2] <a href="#">F.S. 1004.65</a>	Florida colleges; governance, mission and responsibilities
[3] <a href="#">F. S. 1007.33</a>	Site-determined baccalaureate degree access
[4] <a href="#">FL-AR 6A-14.030</a>	Instruction and awards in community colleges
[5] <a href="#">FL-AR 6A-10.024</a>	Articulation Between and Among Universities, Community Colleges, and School Districts
[6] <a href="#">Degree Program Catalog Page</a>	Programs of Study Catalog Page print
[7] <a href="#">New Program Request Form</a>	Blank Form
[8] <a href="#">Proposal for Health Information Management Associate Degree Program</a>	Example A.S. Program Proposal
[9] <a href="#">Baccalaureate Program Approval Application</a>	Department of Education Form
[10] <a href="#">Workforce need statistics</a>	Baccalaureate Program example
[11] <a href="#">ESC Priorities and Goals</a>	Website
[12] <a href="#">B. A. S. Unit Plan</a>	Example Unit Plan
[13] <a href="#">Ruth Stiehl Presentation Notes</a>	Mapping Initiative
[14] <a href="#">A.S. Program Outcomes</a>	Review and Revision
[15] <a href="#">B. A. S. Program Outcomes</a>	Review and Revision
[16] <a href="#">Curriculum Committee Process</a>	Process Details
[17] <a href="#">New Program Approval</a>	Sample
[18] <a href="#">Curriculum Committee Summary Report</a>	Example
[19] <a href="#">Program Review Schedule</a>	Detailed Schedule

[20] <a href="#">Program Review Form</a>	Annual Program Review Procedure
[21] <a href="#">Secondary Biology and CVT Program Review</a>	Secondary Biology Program Review
[22] <a href="#">Advisory Minutes</a>	Example

## Section 4.3 - Publication of Policies

### Description

The institution makes available to students and the public current academic calendars, grading policies, and refund policies.

### Judgment of Compliance



Compliance



Partial Compliance



Non-Compliance

### Narrative

Edison State College (ESC) provides full access to its academic calendars, grading policies, and refund policies through multiple sources. The District Board of Trustees policies and College Operating Procedures (COP) are published on the College website and freely available to students and the public [\[ 1 \]](#) [\[ 2 \]](#). The Student Handbook is distributed on all campus and center locations during Fall and Spring semesters and is available online on the College website [\[ 3 \]](#). The Handbook includes a comprehensive academic calendar and contact information for administrative offices. The handbook also provides information on refund policies, student rights and responsibilities and appeals processes. In accordance with Florida Statute 1006.50 [\[ 4 \]](#), the Handbook is updated annually. The College Catalog is available on the website and describes the policies, procedures, academic programs and requirements for attending Edison State College in accordance with COP 06-0208 [\[ 5 \]](#).

#### Official College Calendar

The College Calendar [\[ 6 \]](#) is available to students and the public on the College website, through the myEdison web portal [\[ 7 \]](#), and in the Student Handbook and the College Catalog. The academic calendar is approved by the District Board of Trustees and submitted to the Board of Education in compliance with State Board of Education Rule 6A-10.019 [\[ 8 \]](#), Board of Trustees Policy 6Hx6:2.06 [\[ 9 \]](#) and COP 06-0209 [\[ 10 \]](#). The Calendar contains deadlines for the admissions and registration processes; important

academic dates pertaining to examinations, grades, withdrawal and graduation; and financial deadlines.

### **Grading Policies**

College Operating Procedure 06-0204 [\[ 11 \]](#), covers grading policies and multiple course attempts and is available on the College website [\[ 12 \]](#) and in the Catalog [\[ 13 \]](#). In accordance with State Board of Education Rule 6A-14.0301(3) [\[ 14 \]](#), students may attempt a course a maximum of three times. Any student enrolled more than twice in the same state-funded undergraduate course is assessed an additional fee per credit hour.

### **Refund Policies**

The College's refund policy is posted to the website [\[ 15 \]](#) and is addressed in College Operating Procedure 06-0202 [\[ 16 \]](#), covers the refund policies. Refunds of matriculation, tuition and special fees are made only if the student drops the class by the last day to withdraw with a refund, as published in the official College Calendar.

## **Documentation**

Supporting Documentation	Description
[1] <a href="#">College Operating Procedures Webpage</a>	Print of Webpage
[2] <a href="#">Board of Trustees Policies Webpage</a>	Print of Webpage
[3] <a href="#">Online Access to Student Handbook</a>	Student Life Homepage
[4] <a href="#">F. S. 1006.50</a>	Student Handbook
[5] <a href="#">COP 06-0208</a>	Effective catalog procedure
[6] <a href="#">Academic Calendar</a>	College Calendar
[7] <a href="#">myEdison State Link to Academic Calendar</a>	Webpage print
[8] <a href="#">FL-AR 6A-10.019</a>	Rule regarding College Calendar
[9] <a href="#">Board Policy 6Hx6:2.06</a>	Policy regarding College Calendar
[10] <a href="#">COP 06-0209</a>	Procedure regarding College Calendar
[11] <a href="#">COP 06-0204</a>	Procedure regarding Grading and Refund Policy
[12] <a href="#">Website Grading and Multiple Attempt</a>	Grading and multiple attempt web page
[13] <a href="#">Catalog Grading Policy</a>	Grading and Refund Policiy
[14] <a href="#">FL-AR 6A-14.0301(3)</a>	Grading and Refund Policiy
[15] <a href="#">Refund Policy Website</a>	Website for Refund Policy
[16] <a href="#">COP 06-0202</a>	Procedure regarding Registration and Refund Policy

## Section 4.4 - Program Length

### Description

Program length is appropriate for each of the institution's educational programs.

### Judgment of Compliance



Compliance



Partial Compliance



Non-Compliance

### Narrative

Edison State College (ESC) complies with all Florida State Statutes governing degree hours for Associate of Arts degrees and Baccalaureate degree programs, as well as the Florida Department of Education mandates for program length for certificates. Florida State Statute 1007.25 (7) [\[ 1 \]](#) and State Board of Education Rule 6A-10.024 [\[ 2 \]](#) mandate degree hours for Associate degree programs in Florida. Florida State Statute 1007.25 (8) [\[ 3 \]](#) mandates degree hours for Baccalaureate degree programs. The Florida Department of Education, Division of Colleges stipulates program length for certificates [\[ 4 \]](#). The Florida Department of Education Curriculum Frameworks provides curriculum standards that specify the number of credit hours required for each program [\[ 5 \]](#). Many Edison programs are reviewed and evaluated by specialized accrediting agencies [\[ 6 \]](#).

All associate degrees offered by Edison State College require a minimum of 60 semester credit hours of instruction, and all baccalaureate programs require at least 120 semester credit hours of instruction. ESC offers baccalaureate degrees in 10 disciplines, one Associate in Arts general degree program, 18 Associate in Science degree programs and eight certificate programs. Edison State College does not offer post-baccalaureate or graduate programs.

The program length requirements for each program are listed in the ESC online Catalog [\[ 7 \]](#), with degree links that lead to the degree course breakdown and total number of hours [\[ 8 \]](#). All of Edison State College's programs are based on semester credit hours and,

therefore, issues associated with program equivalence are not applicable.

The following tables present the credit hour requirements of all degree programs currently offered at ESC.

<b>Associate Degree Programs</b>	
<b>Associate in Arts</b>	<b>Credits</b>
General Education Program	60
<b>Associate in Science</b>	<b>Credits</b>
Accounting Technology	64
Business Administration and Management	64
Cardiovascular Technology	77
Computer Programming and Analysis	63
Crime Scene Technology	60
Criminal Justice Technology	64
Dental Hygiene	88
Drafting and Design Technology	62
Emergency Medical Services Technology	73
Fire Science Technology	60
Health Information Management	67
Human Services	65
Internet Services Technology	63
Networking Services Technology	62
Nursing	72
Paralegal Studies	64
Radiologic Technology	77
Respiratory Care	76

<b>Certificate Programs</b>	
<b>Program</b>	<b>Credits</b>
Accounting Applications	27
Computer Programming and Applications Specialist	33
Crime Scene Technology	32
Emergency Medical Technician	11
Firefighter Program	17
Networking Specialist	30
Paramedic	42
Small Business Management	24

<b>Baccalaureate Degree Programs</b>	
<b>Bachelor of Applied Science (BAS)</b>	<b>Credits</b>
Cardiopulmonary Sciences	120
Public Safety Administration	120
Supervision and Management	120
<b>Bachelor of Science (BS)</b>	<b>Credits</b>
Elementary Education	120
Middle Grades Language Arts Education	120
Middle Grades Mathematics Education	120
Middle Grades Science Education	120
Nursing	120
Secondary Biology Education	120
Secondary Mathematics Education	120

## Documentation

Supporting Documentation	Description
[1] <a href="#">F. S. 1007.25 (7)</a>	Program length of AA degree
[2] <a href="#">FL-AR 6A-10.024</a>	BOE rule of program length of AA degree
[3] <a href="#">F. S. 1007.25 (8)</a>	Program length of Baccalaureate degree
[4] <a href="#">Florida Department of Education, Division of Colleges, Program Length</a>	List of program lengths for all programs including certificate programs
[5] <a href="#">Florida Department of Education Curriculum Frameworks</a>	Program length
[6] <a href="#">Specialized Accrediting Agency Guidelines</a>	Standards by which educational programs are evaluated
[7] <a href="#">ESC Programs of Study</a>	List of degree programs
[8] <a href="#">ESC College Catalog Program Pages</a>	Shows links to programs that show length of programs

## Section 4.5 - Procedures for Written Student Complaints

### Description

The institution has adequate procedures for addressing written student complaints and is responsible for demonstrating that it follows those procedures when resolving student complaints.

### Judgment of Compliance



Compliance



Partial Compliance



Non-Compliance

### Narrative

The Edison State College Catalog publishes established procedures for both student academic complaints and non-academic complaints (COP 06-803 [\[ 1 \]](#) and COP 06-804 [\[ 2 \]](#)), under “Student Information and Policies” [\[ 3 \]](#). The same information is published in the Student Handbook under “Student Rights and Responsibilities” [\[ 4 \]](#). The District Board of Trustees has a separate policy to protect students from harassment and discrimination. This policy is reflected in COP 06-804.

Academic complaints are initially handled informally, and as close to the problem as possible. If a complaint comes to the department, the student is directed to work with the professor first, to try to reach an amenable resolution. The administrator closest to the professor (the campus dean, department dean or associate dean) may become involved to lend support and mediate. The administrator may refer the complaint to the District Dean, Arts and Sciences/Professional and Technical Studies for guidance. If the complaint is not resolved through these two informal methods, a student may initiate a formal academic grievance. At this point, the District Dean, Arts and Sciences/Professional and Technical Studies will convene an ad-hoc committee to resolve the dispute. The committee consists of three members: the discipline department chair (or faculty designee), a full-time administrative employee, and a member of the Student Government Association board.

The District Dean, Arts and Sciences/Professional and Technical Studies (or designee) will record the meeting and be present as a non-voting member.

All other non-academic concerns or complaints are resolved by the appropriate department, as noted in COP 06-804. The College's Ombudsman is available to mediate and assist a student through the grievance process. Each campus has student advocates who can assist the student. Those personnel positions authorized to assist in complaint resolution are detailed in COP 06-804.

The process is intended to support both students and faculty, and to provide a mechanism for resolving complaints at the lowest level and with the least amount of intervention. Administration becomes involved only to support and guide a resolution. It is acknowledged that faculty have the first right to address an academic issue, and that student concerns are handled promptly and professionally.

Table 4.5-1 [5] provides examples of student grievances and their resolution.

<b>Documentation</b>	
<b>Supporting Documentation</b>	<b>Description</b>
[1] <a href="#">COP 06-0803</a>	Student Grievance Procedure - Academic Formal College Operating Procedure
[2] <a href="#">COP 06-0804</a>	Student Grievance Procedure -Non Academic Formal College Operating Procedure
[3] <a href="#">College Catalog – Student Services Section</a>	College Catalog – Student Services
[4] <a href="#">Student Handbook</a>	Student handbook section
[5] <a href="#">Student Complaint Case Studies – Table 4.5-1</a>	Samples of complaints by students

## Section 4.6 - Recruitment Materials

### Description

Recruitment materials and presentations accurately represent the institution's practices and policies.

### Judgment of Compliance



Compliance



Partial Compliance



Non-Compliance

### Narrative

Edison State College recruitment materials are freely available to prospective students and the community by request in person, by telephone or through the website [1]. These requests are fulfilled by staff in the Office of Student Recruitment. Information is disseminated via postal mail and includes the admission application and College View Book [2], which highlights the mission of the College, academic programs and areas of study, student life, support services, campus and center locations and admissions procedures. Additionally, College personnel have a recruitment brochure [3] available when conducting high school visits, College fairs, campus tours and during recruitment activities at community events. Recruitment staff also supply materials developed by academic programs [4] and approved by the Office of Communications and Marketing. To augment recruitment presentations [5], videos and website tours are often employed.

#### Content Development for Presentations and Materials

To ensure consistency and accuracy of information presented in College recruitment materials, all printed and electronic recruitment information is centrally coordinated by the Office of Communications and Marketing. Creation of materials is coordinated across the applicable College areas, including student services, recruiting, campus presidents, and academic departments, according to the following steps:

1. Content for all print recruitment material is developed by student services, academic divisions and departments from across the College.
2. Publication is coordinated through the director of Communications and Marketing, who reviews materials to ensure editorial consistency and adherence to publication guidelines [ 6 ], District Board of Trustees policies, state guidelines, and Florida statutes.
3. Documents that require clarification and edits are returned to the appropriate College contact(s) for input and final examination.
4. Once returned to the Office of Communications and Marketing, the content, photographs, College logo and other graphics are advanced for design services to ensure materials reflect the College's brand identity.
5. All print materials then receive a final review from the appropriate College contact(s) and Campus President before printing.

Web content related to recruitment [ 7 ] is developed using the same process as print materials. All recruitment documents and web information are reviewed for consistency of content and updated as needed following the procedures outlined above.

Aside from the primary view book for the College, the Bachelor [ 8 ] and Associate in Science programs have developed brochures [ 9 ] to highlight their own offerings to more targeted populations. In addition, the Division of Professional and Technical Studies publishes program specific brochures for the Associate in Science [ 10 ] and Bachelor of Science programs [ 11 ]. These brochures are built upon similar templates, but specific to the individual academic program.

### **Recruitment Presentations**

Throughout the academic year, Admission Specialists visit public, private and charter high schools throughout the District to meet with prospective students who have expressed an interest in Edison State. Presentations include admission requirements, financial aid, academic programs and costs. Admission Specialists also meet with students and families on a walk-in-basis.

For the past five years, Edison State has participated in a partnership between the Florida Department of Education and Florida's 27 other state and community colleges to host the "Go Higher-Get Accepted" campaign [ 12 ]. The event is held each spring to help high school seniors apply and gain admission to a local Florida college. Components of this

campaign include the waiver of application fees and the facilitation of workshops to inform students of placement testing, financial assistance and enrollment options.

Prospective students and their families are encouraged to visit Edison State College for a campus tour [\[ 13 \]](#). Campus tours are led by Edison State students and staff who combine knowledge of Edison State's history with information about the student experience. Virtual online tours are also available [\[ 14 \]](#).

In addition to recruitment events on and off-campus, the Office of Communications and Marketing, in collaboration with the Department of Student Services, has developed a comprehensive communication plan consisting of targeted email messages [\[ 15 \]](#) to prospective, applied, and accepted students.

### **Advertising and Marketing**

The Office of Communications and Marketing manages all aspects of media relations, including press releases, feature articles, print, television, and radio advertisements. General advertising for the College highlights Edison State students and programs [\[ 16 \]](#).

### **Ask Edison**

The Ask Edison [\[ 17 \]](#) web tool is an online database of frequently asked questions and answers and is freely available to prospective students, current students and members of the community. Anyone can submit a question through the web form or via email. The Office of Student Recruitment monitors the questions and routes them to the appropriate office for a response. If the question is determined to be of general interest to students and the community, it will be added to the searchable database.

## **Documentation**

Supporting Documentation	Description
[1] <a href="#">Request Information Web Page</a>	Request information webpage
[2] <a href="#">College View Book</a>	View book
[3] <a href="#">Recruitment Brochure</a>	4 page Recruitment Brochure
[4] <a href="#">Sample Academic Program Materials</a>	Academic materials
[5] <a href="#">Sample Recruitment Presentation</a>	Recruitment presentation
[6] <a href="#">Graphics Standards Manual</a>	Graphics manual
[7] <a href="#">Future Students Web Link</a>	Web link
[8] <a href="#">Bachelor Degree Program brochure</a>	Bachelors brochure
[9] <a href="#">Division of Professional and Technical Studies</a>	P and Technical Studies brochure
[10] <a href="#">Professional Program Brochures</a>	Program brochures
[11] <a href="#">Bachelor Program Brochures</a>	Bachelor brochures
[12] <a href="#">"Go Higher Get Accepted" link for Florida Schools</a>	Go Higher link
[13] <a href="#">Tour Guide Manuals</a>	Tour guide manuals
[14] <a href="#">Virtual Online Tour Link</a>	Virtual tour link
[15] <a href="#">Sample email to prospective students</a>	Sample emails
[16] <a href="#">Print Advertisements</a>	Print advertisements
[17] <a href="#">Ask Edison Link</a>	Ask Edison link

## Section 4.7 - Title IV

### Description

The institution is in compliance with its program responsibilities under Title IV of the *1998 Higher Education Amendments*. (In reviewing the institution's compliance with these program responsibilities, the Commission relies on documentation forwarded to it by the U.S. Department of Education.)

### Judgment of Compliance

Compliance     Partial Compliance     Non-Compliance

### Narrative

The College is in full compliance with its program responsibilities under the Higher Education Act of 1965, as amended. As demonstrated through the Federal Financial Aid Approval Letter [\[1\]](#), Edison State College is authorized to participate in Federal Student Financial Aid Programs. Changes to financial aid staff, a center's location, and the length of one program necessitated a new Program Participation Agreement [\[2\]](#), and a Federal Administration Update letter [\[3\]](#). These agreements and letters are effective through March 2011, and the Program Participation Agreement has been submitted to the U.S. Department of Education for renewal [\[4\]](#).

The College offers assistance for the following federal financial aid programs [\[5\]](#): Federal Pell Grant, Federal Supplemental Education Opportunity Grant (FSEOG), Federal Work Study, and Federal Direct Loan Programs.

Financial Aid audits are performed annually by the Florida Auditor General's office. The audit evaluates the institution's procedures and effectiveness in determining eligibility, obtaining verification, awarding and disbursing funds, and complying with all rules and regulations governing Title IV funds. Edison State College's financial aid audits, including

actions taken to address any findings, illustrate the College's commitment to accountability and integrity [ 6 ].

All audit and review standards are met annually by the single audit report of the State of Florida Universities and Community Colleges, administered by the Florida Auditor General and submitted to the U.S. Department of Education.

<b>Documentation</b>	
<b>Supporting Documentation</b>	<b>Description</b>
[1] <a href="#">Federal Financial Aid Approval Letter</a>	Financial aid approval letter
[2] <a href="#">Program Participation Agreement</a>	Federal Program participation agreement beginning in December 31, 2010 and ending on March 31, 2011
[3] <a href="#">Update Approval Notice</a>	Federal Administration update approval letter
[4] <a href="#">Federal Application Status Renewal</a>	Status renewal application
[5] <a href="#">Eligibility and Certification Approval Report</a>	Approval report
[6] <a href="#">Final Audit Determination Letters</a> <a href="#">2004-2005, 2005-2006, 2006-2007, 2007-2008, 2008-2009</a>	Audit determination letters